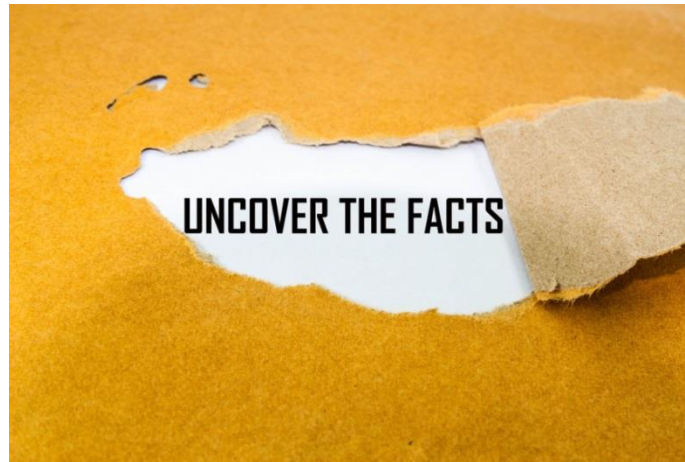


Fake News and Post-Truth Area: Answers from the Media

#Media4EU and Stars4media

Christophe Leclercq, Chairman Fondation EURACTIV
Associate Prof. at ULB/ Institut d'Etudes européennes



#Media4EU
@LeclercqEU



OUTLINE

1. EURACTIV NETWORK & #MEDIA4EU Project
2. MEDIA TRENDS: AMPLIFYING FAKE NEWS?
3. STRATEGIES TO TACKLE FAKE NEWS
4. TRAININGS SUCH AS STARS4MEDIA

I. EURACTIV NETWORK



Fondation
EURACTIV
#Media4EU

Trainings for journalists:

- With the support of Robert Bosch Stiftung
- 38 journalists trained and placed at other media



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#MEDIA4EU: 24 INTERVIEWS + 7 "OFF THE RECORD" MEETINGS

France	   *    *
Germany	   *
Spain	 #   
Italy	     
Poland	    TBD
UK	   *  * 
Various	 *   *  *  *   *

Non-Media



See list of moral supports: <http://media4eu.blogactiv.eu/2017/03/02/yes-to-erasmus4media/>

II. MEDIA TRENDS: AMPLIFYING FAKE NEWS?

- Internet, Google, Social Platforms and amplifiers
 - Campaigns of disinformation + Populist movements
 - Political advertising
 - Less correspondents, top EU news only, syndication
 - Part of the media crisis
 - « Information Bubble effect » of social platforms
- ➔ Oversimplification, misinformation, confusion and plain lies

III. STRATEGIES TO TACKLE FAKE NEWS

- Work on Quality Journalism, including more resources for media, reliable sources and data
- Media Literacy/ Work with schools
- Co-regulation of social platforms
- Fact Checkers bundle initiatives:



LIE-DETECTORS.ORG



- Input on big data resulting into Algorithms don't censor but put *at the bottom of the pile* a bit like EU « right to be forgotten ».



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IV. Trainings such as STARS4MEDIA

Exchanging Skills ... Demand-driven

TRENDS



SKILLS

FACT-CHECKING

DATA JOURNALISM

LOCALISATION & TRANSLATION

INTEGRATED COMM'S

SHORT FORMAT & SPONSORED SERIES

RESPONSIVE PUBLISHING

COOPERATION

Across "silos": innovative

Editorial



Commercial



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Contact and references

Fondation EURACTIV#Media4EU

Fondation EURACTIV <http://www.euractiv.com/fondation-euractiv/>

Media4EU Blog: <http://media4eu.blogactiv.eu/>

Search EURACTIV AND Twitter for these key words/hashtags

[#Media4EU](#) [#Stars4media](#) [#Erasmus4media](#) [@LeclercqEU](#) [@FondEURACTIV](#)

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BACK-UP SLIDE NEED FOR EXCHANGES

EXPERIENCE, SKILLS (EDITORIAL & BUSINESS), COUNTRIES

Media in country B

Media in country A

Commercial

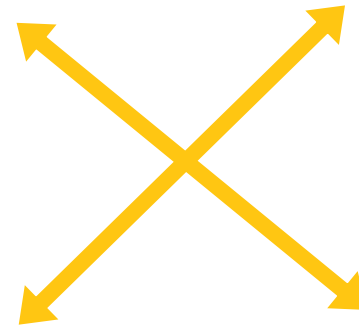
Editorial

Senior management

Publishers & marketing



Editors



Young "rising stars"

Social media
Managers
& marketing
& technology



Young
journalists

Pilot Project: Exchanges of media "rising stars" to speed up innovation & increase cross-border coverage



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